



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/20 thru 02/26.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Feb 20, 2015

NATIONAL SUMMARY

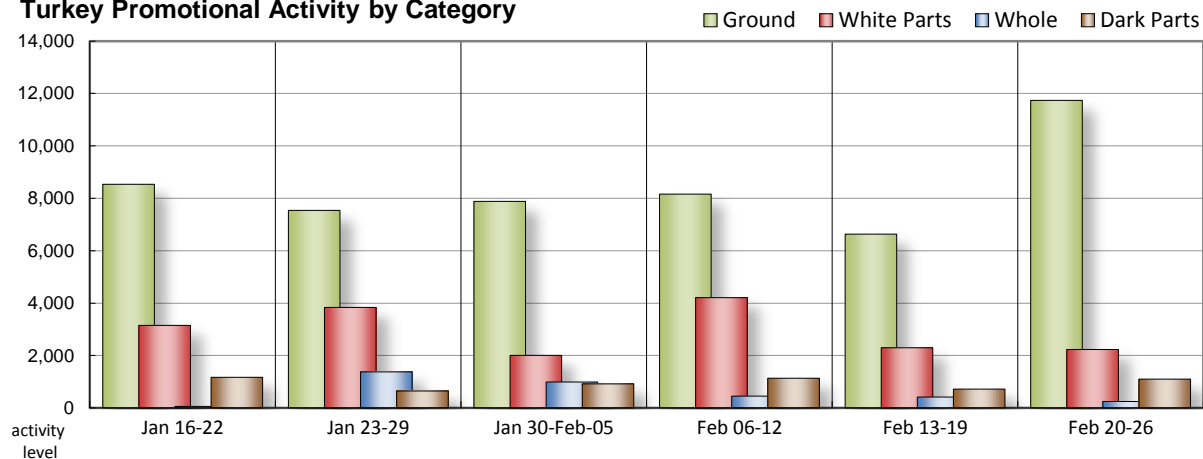
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	53.9% of 29,100 outlets		25.9% of 29,100 outlets		44.8% of 22,900 outlets	
Special Rate ^{4/}	0.0%		1.0%		2.9%	
Activity Index ^{2/}	20,911		13,321		15,910	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	85	1.18	249	1.17	450	0.95
" - Toms	157	0.95	163	1.26	120	0.92
PARTS:						
Breast:						
Bone-in, whole						
Fresh	56	2.79			90	2.96
Frozen	1,353	1.54	881	1.66	910	1.63
Split, bone-in						
Fresh	106	1.99	106	1.99	10	2.49
Rotisserie	81	6.99	380	8.24	420	7.43
Boneless, whole	69	5.40			170	5.97
Cutlets	464	5.08	608	5.13	990	5.11
Cutlets, thin sliced	8	6.99	147	4.99		
Strips			16	3.99		
Tenders			90	4.37	300	4.68
Marinated Tenders	89	4.31	64	3.99	40	4.79
Drumsticks	352	2.22	145	1.82	420	1.82
Thighs	298	2.35	129	1.91	250	1.89
Wings	125	1.90	154	1.94	230	1.90
Necks	37	1.95			10	1.29
Smoked Drumsticks	99	2.35	135	2.05	20	1.99
Smoked Wings	89	2.33	135	2.05	30	1.99
Smoked Necks	96	2.34	17	2.49	20	1.99
GROUND TURKEY:						
Patties	11,733	3.27	6,629	3.35	9,510	3.52
Sausage	345	3.26	200	3.69	800	3.67
85% lean	582	3.25	585	3.45	750	3.31
93% lean	2,648	2.58	2,327	2.78	1,460	2.70
Breast	7,267	3.38	2,573	3.35	5,180	3.40
Rolls (frsh/frz 1 lb.)	891	4.48	944	4.64	1,320	4.78
	3,891	2.68	188	2.72	60	2.40
Specialty ^{5/}						
Patties	51	3.49	365	4.98	10	4.29
93-94% lean	1,672	4.38	2,720	4.47	440	4.05
Breast					1,410	6.08

Note: rolls & specialty not included in ground turkey total and weighted average.

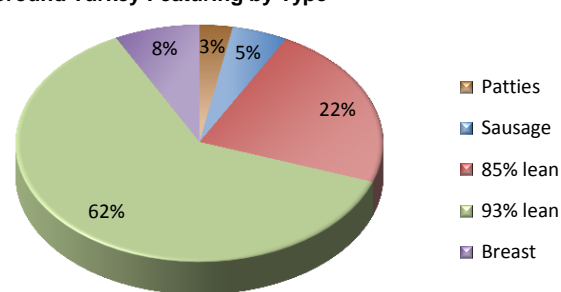
This Week's Turkey Feature Highlights

Retail feature activity increases due to very active promotional activity on ground turkey. Offerings of frozen hens and toms are light, as is to be expected this time of year. Instead, retailers offer plenty of frozen bone-in breasts at lower trending prices. Only a few stores are promoting rotisserie breasts this week. Shoppers looking for boneless white parts will find limited offerings, mostly cutlets. Offerings increase on dark parts; prices are mostly higher. Featuring is very active on ground turkey; the weighted average price is lower. The 93% lean is heavily promoted and is the only grind to have a higher price this week. Featuring is very active on rolls; less active on specialty grinds. Offerings decline on deli items. More stores are promoting processor brands for service deli and self-service deli items. Prices are mixed on service deli, mostly lower on self-service deli.

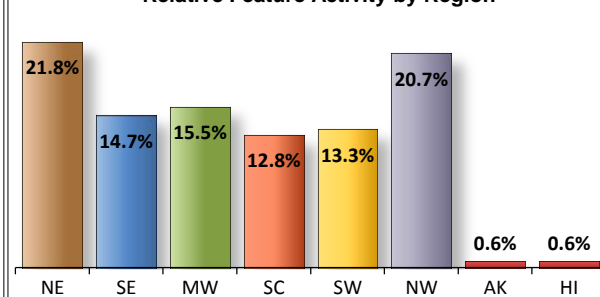
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. Feb 20, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	61.3% of 5,500 sampled outlets			57.7% of 7,400 sampled outlets			44.6% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	Activity Index = 5,535			Activity Index = 5,090			Activity Index = 3,587		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99 - 1.69	83 1.17		1.69	2 1.69				
" - Toms	0.69 - 1.69	155 0.95		1.69	2 1.69				
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.79	39 2.79		2.79	17 2.79				
Frozen	1.39 - 1.99	384 1.62		0.99 - 1.99	333 1.59		1.39 - 1.99	320 1.55	
Split, bone-in									
Fresh							1.99	106 1.99	
Rotisserie	6.99	72 6.99					6.99	9 6.99	
Boneless, whole	4.99 - 5.49	52 5.37		5.49	17 5.49				
Cutlets	3.99 - 5.49	398 5.03		4.99	2 4.99				
Cutlets, thin sliced	6.99	8 6.99							
Strips									
Tenders									
Marinated Tenders	5.11	20 5.11					3.33 - 4.66	48 4.13	
Drumsticks	1.79 - 2.29	117 1.98					1.69 - 2.49	120 1.81	
Thighs	1.99 - 3.49	71 2.29		1.99	2 1.99		1.79 - 2.49	120 1.83	
Wings	2.39	5 2.39		2.99	9 2.99		1.79	106 1.79	
Necks	1.99	32 1.99							
Smoked Drumsticks	1.99 - 2.59	83 2.29					2.99	6 2.99	
Smoked Wings	1.99 - 2.59	83 2.29					2.99	6 2.99	
Smoked Necks	2.19 - 2.49	96 2.34							
GROUND TURKEY:									
Patties	2.99 - 4.99	147 3.45		2.99 - 3.50	32 3.33		2.99 - 3.69	84 3.15	
Sausage	3.03 - 4.09	280 3.84		3.19 - 3.99	46 3.67		3.99	3 3.99	
85% lean	2.29 - 3.33	296 2.62		2.33 - 3.33	1,132 2.36		1.99 - 3.00	604 2.66	
93% lean	3.07 - 4.00	1,874 3.43		2.49 - 4.00	1,779 3.21		2.79 - 4.00	644 3.26	
Breast (99-100% lean)	4.61 - 5.38	153 5.02					3.98 - 5.00	373 4.56	
Rolls (frsh/frz 1 lb.)	2.66	316 2.66		2.66	1,086 2.66		1.79 - 2.99	818 2.65	
Specialty ^{5/}									
Patties	3.49	16 3.49		3.49	35 3.49				
93-94% lean	3.49 - 5.99	755 4.21		3.49 - 5.49	596 4.50		3.99 - 4.99	220 4.51	
Breast									



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Fri. Feb 20, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	47.5% of 4,900 sampled outlets			52.2% of 3,800 sampled outlets			75.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,952			Activity Index = 2,230			Activity Index = 1,432		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.49	302	1.35				1.49 - 1.58	14	1.52
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets				5.45	48	5.45	5.45	16	5.45
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							3.99	21	3.99
Drumsticks				1.69	10	1.69	2.99	105	2.99
Thighs							2.99	105	2.99
Wings				1.69	5	1.69			
Necks				1.69	5	1.69			
Smoked Drumsticks	2.49	10	2.49						
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.99	82	2.99						
Sausage				2.45	241	2.45	3.59	12	3.59
85% lean	2.79 - 2.99	305	2.85	2.39 - 3.00	122	2.93	2.66 - 3.00	187	2.96
93% lean	2.99 - 4.00	886	3.49	2.31 - 4.00	1,330	3.23	3.19 - 4.39	691	3.81
Breast (99-100% lean)	3.99 - 4.16	301	4.04	4.79	48	4.79	4.79	16	4.79
Rolls (frsh/frz 1 lb.)	2.66 - 2.99	1,031	2.68	2.66 - 2.99	421	2.72	2.66 - 2.99	199	2.77
Specialty ^{5/}									
Patties									
93-94% lean	3.99	35	3.99				4.99	66	4.99
Breast									



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	46.2% of 100 sampled outlets			38.1% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 42			Activity Index = 43		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean	2.99	2	2.99			
93% lean	3.99 - 4.80	32	4.52	3.19 - 4.80	31	4.59
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)	2.66	8	2.66	2.66	12	2.66
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/20 thru 02/26.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Feb 20, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	58.1% of 29,100 stores		56.6% of 29,100 stores		72.9% of 22,900 stores		73.6% of 5,500 sampled outlets			59.9% of 7,400 sampled outlets		
Activity Index 2/	44,695		48,055		45,000		Activity Index = 11,444			Activity Index = 10,705		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6,412	8.43	5,879	8.49	5,840	8.09	6.98 - 10.99	1,677	8.51	6.99 - 10.99	2,055	8.78
Private Brand	2,096	7.38	1,528	7.79	2,750	7.26	5.99 - 9.99	1,730	7.22	7.98	195	7.98
Category 2												
Processor Brand	3,456	6.07	3,794	6.05	3,910	5.75	4.99 - 6.99	1,167	5.90	4.99 - 6.99	366	5.97
Private Brand	4,969	6.98	4,302	7.17	1,110	5.86	4.99 - 7.49	444	6.60	4.99 - 7.49	643	7.06
Category 3												
Processor Brand	1,037	4.05	698	4.02	960	4.02	3.99 - 4.99	540	4.03	2.97 - 4.59	210	4.05
Private Brand	78	4.65	59	4.74	1,180	5.01	3.88 - 5.48	65	4.99			
Turkey Ham												
Processor Brand	399	4.18	625	3.73	500	3.92	3.49 - 4.99	316	4.28	4.99	3	4.99
Private Brand												
Turkey Pastrami												
Processor Brand	223	4.89	432	4.28	260	3.68	4.99	145	4.99	4.99	1	4.99
Private Brand	118	4.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	4,197	7.29	3,441	8.20	2,300	8.07	6.88 - 9.99	604	8.07	5.99 - 9.39	2,225	6.95
Private Brand	983	6.89	4,357	7.93	650	6.99	7.98	124	7.98	6.99	502	6.99
Category 2												
Processor Brand	92	6.46	394	6.24	220	5.70						
Private Brand	220	5.99			1,330	5.15						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,623	3.47	7,151	3.53	10,130	3.03	2.49 - 4.00	1,441	3.43	1.96 - 4.00	2,226	3.60
Private Brand	1,596	2.90	3,284	3.19	1,060	2.73	2.79 - 3.50	917	3.12	2.50 - 2.79	67	2.76
Turkey 16 oz												
Processor Brand	496	5.81	2,068	5.47	2,050	4.63	5.99 - 6.49	116	6.06	4.99 - 6.49	34	5.45
Private Brand	119	4.99										
Chicken 7-10 oz												
Processor Brand	8,153	3.48	6,890	3.54	9,690	3.04	2.79 - 4.00	1,303	3.47	2.00 - 4.00	2,111	3.65
Private Brand	1,428	2.87	3,153	3.19	1,060	2.73	2.79 - 3.49	855	3.10	2.50 - 2.79	67	2.76

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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USDA National Retail Report - Turkey

Fri. Feb 20, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/20 thru 02/26.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	53.5% of 6,100 sampled outlets			42.7% of 4,900 sampled outlets			56.1% of 3,800 sampled outlets			68.3% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 10,289			Activity Index = 4,321			Activity Index = 5,043			Activity Index = 2,490		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 9.99	978 8.14		8.49 - 8.99	681 8.08		6.99 - 9.49	820 7.95		7.99 - 9.99	190 8.53	
Private Brand	6.99 - 11.49	108 8.34		7.49 - 8.99	63 8.04							
Category 2												
Processor Brand	4.99 - 7.99	1,114 6.42		4.98 - 5.99	639 5.90		4.69 - 6.99	71 6.39		4.99 - 6.99	97 5.57	
Private Brand	4.99 - 5.99	945 5.61		4.99 - 6.99	456 6.07		6.99 - 7.99	1,470 7.49		7.99	867 7.99	
Category 3												
Processor Brand	3.99 - 4.59	149 4.12		3.89 - 4.38	36 4.16		3.99	52 3.99		3.99	50 3.99	
Private Brand				2.99	13 2.99							
Turkey Ham												
Processor Brand	3.99	11 3.99		3.98 - 3.99	28 3.98		2.69 - 3.99	41 3.54				
Private Brand												
Turkey Pastrami												
Processor Brand	3.69 - 4.79	26 4.58		3.98 - 5.49	33 5.17					3.98	18 3.98	
Private Brand				4.99	118 4.99							
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.98 - 9.99	649 7.15		5.99 - 8.00	106 6.28		6.99 - 8.99	607 8.14		5.99	6 5.99	
Private Brand	5.99 - 6.99	334 6.35		6.49	23 6.49							
Category 2												
Processor Brand	4.99 - 5.99	37 5.66		6.99	55 6.99							
Private Brand	5.99	180 5.99		5.99	40 5.99							
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.98 - 3.99	2,194 3.30		2.00 - 3.99	1,023 3.44		2.50 - 3.99	991 3.34		3.00 - 3.99	626 3.80	
Private Brand	2.50 - 2.89	603 2.57		2.50	3 2.50					3.00	5 3.00	
Turkey 16 oz												
Processor Brand	4.94 - 6.98	316 5.74		5.99	30 5.99							
Private Brand	4.99	119 4.99										
Chicken 7-10 oz												
Processor Brand	1.98 - 3.99	2,029 3.26		2.00 - 3.99	971 3.47		2.50 - 3.99	991 3.34		3.00 - 3.99	626 3.80	
Private Brand	2.50 - 2.89	497 2.51		2.50	3 2.50					3.00	5 3.00	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	40.9% of 100 sampled outlets			84.1% of 100 sampled outlets				
Activity Index 2/	Activity Index = 138			Activity Index = 265				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.28 - 7.99	5 7.56		7.99	6 7.99			
Private Brand								
Category 2								
Processor Brand	4.99	2 4.99						
Private Brand	8.99	63 8.99		7.99	81 7.99			
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.00 - 4.99	33 4.60		3.29 - 4.99	89 4.07			
Private Brand	3.00	1 3.00						
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.00 - 4.99	33 4.60		3.29 - 4.99	89 4.07			
Private Brand	3.00	1 3.00						

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)